Events Made by

MIT CREATORS



10 years of Hewlett Packard Enterprise in Barcelona

Type of Activity: Conference

The 10th anniversary of HPE Barcelona was a landmark event designed and managed by MIT Creators, held at the prestigious America's Cup Museum. With the attendance of 500 people, including executives, team leaders, and special guests, the event reached an even greater dimension thanks to the presence of the company's global CEO, Antonio Neri. This event represented a key moment to share HPE's future vision and strengthen bonds with collaborators and strategic partners.
The day began at 8:00 AM with a high-level plenary session, where strategic messages were presented by global leadership. A coffee break followed, designed to encourage networking in a relaxed yet professional atmosphere.
MIT Creators handled the event's comprehensive coordination, managing all logistical aspects with precision and efficiency. This included contracting and overseeing audiovisual providers, high-end catering, private transportation, as well as the complete management of hotel bookings, ensuring strategically located accommodations tailored to the needs of each attendee profile.

Exclusive services were also organized for the executive team:

- Personalized agenda coordination
- Management of VIP rooms and private rest areas
- Supervision of speaking times during the plenary session
- Access control and real-time operational support
- On-site support from multilingual hospitality managers

The unique environment of the America's Cup Museum added value to the experience, framing the event in an iconic space in the city. The MIT Creators team was present throughout the day, ensuring flawless execution and exceptional attention to detail at every moment.
In summary, the event was an overwhelming success that reflected HPE's commitment to excellence and its focus on memorable corporate experiences. The combination of strategic planning, impeccable logistics, and a human-centered approach made this celebration a benchmark for quality.




HPE Barcelona
veeam
Microsoft
intel.
AMD
MARVELL


A decade of digital success
intel
AMD
MARVELL




A decade of digital success
intel
AMD
MARVELL


HPE Barcelona
Journey Panel





AOT Veeam – Meeting Day in Madrid

Client: Veeam
Event: BOT – Business Opportunity Training
Location: Madrid
A**ttendees:** ~23 partners

MIT Creators organized and delivered a seamless one-day event experience in Madrid for Veeam's BOT (Business Opportunity Training), gathering partners for a day of learning, networking, and inspiration in an exclusive setting.

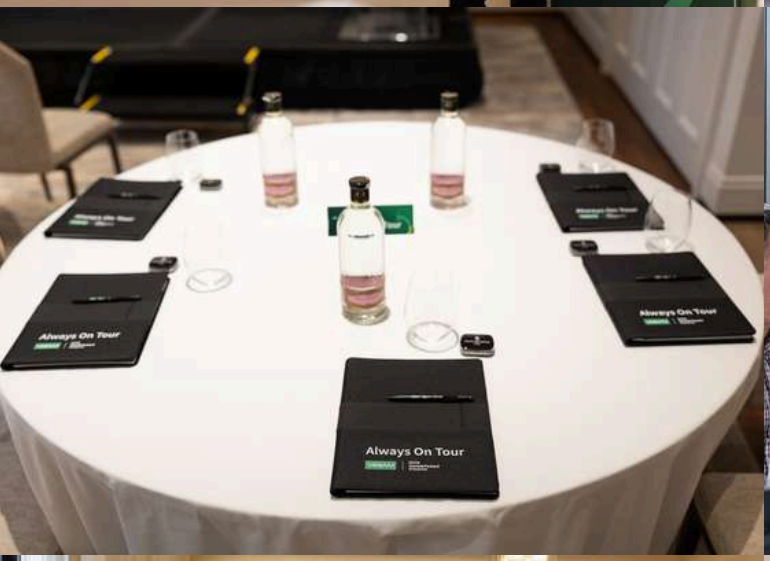
The meeting took place at the prestigious Four Seasons Hotel Madrid, providing a premium environment for presentations and discussions. Attendees enjoyed a sophisticated lunch at Bani Brasserie, located within the hotel, offering a refined and relaxed break in the day.

In the afternoon, the group explored Madrid from a different perspective with a guided e-bike tour, passing through iconic spots such as Retiro Park, Puerta de Alcalá, and Madrid Río, combining leisure, culture, and active fun.
To close the day, the group enjoyed dinner at the trendy Salvaje Madrid, known for its vibrant ambiance and creative fusion cuisine — the perfect ending to a high-energy and productive day.

MIT Creators coordinated all aspects of the experience, including logistics, branding elements (doopies & signage), catering, group activities, and on-site coordination, ensuring a flawless and engaging event from start to finish.


Veeam & HPE
Always on Tour
Always
On Tour

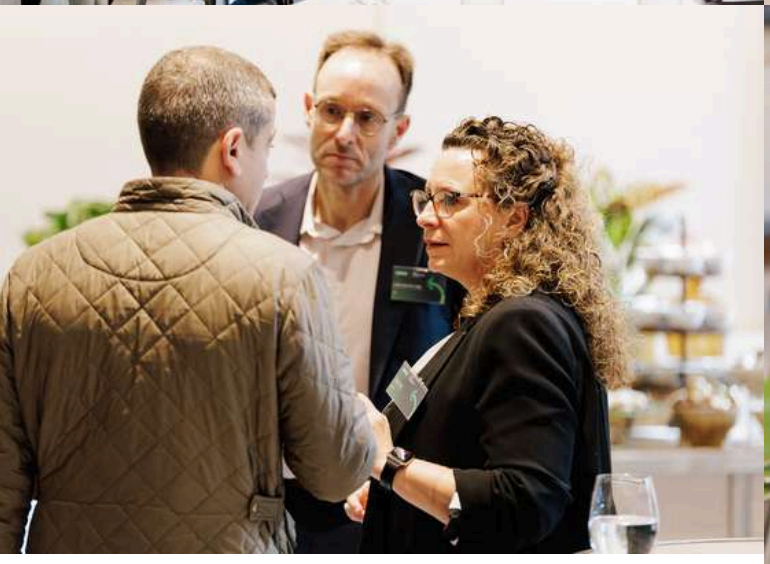



Always On Tour




¡Bienvenidos!
Always
On Tour


Always
On Tour
Always Available.
Always Protected. HPE + Veeam
Edge to Cloud Modern
Data Protection
HPE GreenLake and
Veeam solutions
End-to-end data availability
solutions from HPE + Veeam





Bootcamp GreenLake

Type of Activity: Conference

Strategic Meeting Supported by Technology Sponsors

MIT Creators led the comprehensive organization of the GreenLake Bootcamp, a three-day internal meeting for GreenLake employees, held at the Hotel Torre Melina in Barcelona. The event brought together 300 professionals from the GreenLake ecosystem, with prominent participation from AMD and NVIDIA as official sponsors, in an environment designed to enhance knowledge, strengthen teams, and create strategic synergies.

Throughout the program, MIT Creators expertly managed the three key areas of the MICE environment: accommodation, gastronomy, and collaborative experiences.

🏩 Hotel Space Management & Services

- Complete coordination of room reservations and assignments for attendees.
- Design and execution of setups in various hotel rooms for plenary sessions, round tables, and group dynamics.
- Technical supervision of audiovisuals and continuous logistical support to ensure smooth transitions.

🍽️ Corporate Gastronomy & Dynamic Networking

- Organization of coffee breaks and catering tailored to the training program.
- Production of two dinners as socializing spaces:
  - The first evening in a private hotel room, providing a chance to unwind without the need for travel.
  - The second evening at Restaurante Gala, featuring a gamified networking experience through an interactive quiz, creating a relaxed and participative atmosphere.

🚗 Private Transportation & Mobility Logistics

- Coordination of door-to-door transfers for the external dinner, ensuring punctuality and comfort.

Throughout the three days, the MIT Creators team was present at every stage of the event, from room management to supporting group dynamics. Our involvement ensured a smooth, collaborative, and memorable experience, meeting HPE's standards of excellence and the support of its technology partners.














Hewlett Packard
Enterprise
NVIDIA



Affiliate Business Club – Meet Up & Wakeboard Experience en Barcelona

Type of Activity: Congress Visit & Networking

As part of the Affiliate World Congress in Barcelona, MIT Creators organized an exclusive day for the Affiliate Business Club community, a global platform that brings together affiliates, media buyers, and high-level sponsors from around the world.

The experience combined networking, adrenaline, and lifestyle in a unique after-congress event, set against the backdrop of a wakeboarding day, complemented by food truck stations, chill-out areas, and activities designed to enjoy and connect in a relaxed and inspiring environment.

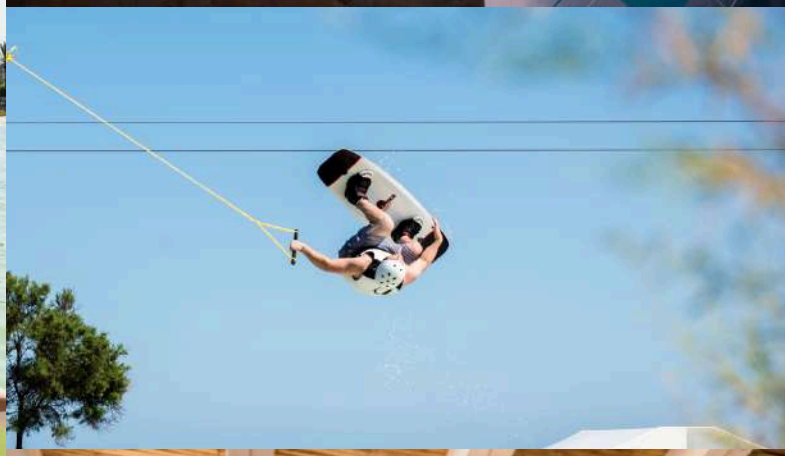
In addition to the main event, MIT Creators provided comprehensive support to the international core team, managing:

- A personalized agenda of key meetings
- Reservations for private meeting spaces
- Coordination of transfers and hospitality during their stay in Barcelona
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The result was a fresh, vibrant experience perfectly aligned with the dynamic tone of the affiliate community: authentic connections, unpretentious fun, and seamless logistics that allowed the team to focus on what mattered most—building strategic relationships and enjoying a day to remember.


GOTZHA
grabads


BARCELONA
AFFILIATE MEETUP
WAKE UP
SOMETIMES YOU HAVE TO MAKE WAVES
AFFILIATE BUSINESS CLUB.






BaDoink VR



HPE-TOGETHER WE CONTRIBUTE

Type of Activity: Corporate Event / Charity Day

"Together We Contribute" – Corporate Charity Event for HPE
MIT Creators organized the "Together We Contribute" event for Hewlett Packard Enterprise, a corporate day with a strong focus on social responsibility, bringing together 200 employees, including management and executive-level profiles, in an exclusive environment designed to strengthen connection, collaboration, and collective commitment.

The day combined a round-table lunch—designed to foster dialogue and cohesion between teams—with team-building dynamics aimed at promoting active participation, teamwork, and shared reflection. The atmosphere was relaxed, inspiring, and aligned with the company's values.

The heart of the event were its two charitable causes, which added an even deeper purpose to the day:

- Support for childhood cancer research through a donation to the Sant Joan de Déu Hospital, driven by the collective participation in all the activities of the day.
- A symbolic food collection for the Food Bank, created through collaborative challenges during the team-building activities, fostering empathy and solidarity through playful interaction.

MIT Creators took care of the complete production of the event, including:

- Selection and setup of the venue
- Coordination of catering and arrangement of round tables
- Design and implementation of participatory dynamics
- On-site technical and logistical supervision
- Direct management of both charitable initiatives and their integration into the event

The result was an emotionally significant and professionally flawless day, combining purpose, internal cohesion, and fun, with a real impact on society.

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TOGETHER
WE
CONTRIBUTE







Wine Tasting & Jeep Safari – Experiencia de Team Building para Intel

Type of Activity: Team Building Experience After a Seminar

MIT Creators designed and produced a premium team-building experience for the Intel team, bringing together local and international collaborators at a charming vineyard located on the outskirts of Barcelona. The day was conceived as an informal extension of the professional seminar, offering a different context to strengthen bonds after an intense workday.

The activity began with an exciting jeep safari through the vineyards, allowing participants to explore the region's winemaking landscape in a dynamic and immersive way. Along the route, strategic stops were included to enjoy the surroundings, learn about the cultivation process, and create spontaneous moments of exchange among attendees.

After the tour, participants enjoyed a wine tasting guided by an expert sommelier, who presented a selection of local wines, explaining the nuances of each variety, the production process, and pairing suggestions. The experience was interactive and educational, sparking conversation and camaraderie among the attendees.

The proposal also included a gastronomic offering of locally sourced products, carefully selected to complement the tasting and maintain the relaxed yet refined atmosphere.

MIT Creators managed the comprehensive coordination of the event, including:

- Selection of the venue and experience design
- Organization of the jeep safari
- Transportation logistics from Barcelona
- Coordination of catering services and thematic décor

The result was a sensory, social, and authentic experience that reinforced team cohesion, integrating nature, local culture, and human connection in a single gathering.










SUMMER CAMP

MIT Creators designed and managed the HPE Summer Camp, a hybrid corporate experience that combined a professional day at MediaPro Barcelona with a large-scale recreational event at La Daurada, bringing together nearly 300 participants, including executives, collaborators, and sponsors.

The day began with a seminar at the MediaPro facilities, where strategic keynotes, workshops, and content dynamics took place, creating a space for learning, innovation, and team alignment. MIT Creators handled the full MICE coordination, including room management, audiovisuals, hospitality, and personalized services for executives and sponsors.

After the professional session, participants traveled to La Daurada, a privileged coastal environment perfect for enjoying an outdoor team-building day. The program included water activities such as jet skis, kayaks, slides, and paddle boats, as well as land-based options like board games, a mechanical bull, and team challenges. The experience was designed to foster cohesion and team spirit in a relaxed and fun context.

MIT Creators led the full event production, managing:

- Space and setup at both locations
- Transportation and logistics between venues
- Technical support and coordination of suppliers
- Customized catering and rest areas
- Team dynamics and on-site assistance

The result was a comprehensive and memorable experience that combined knowledge, adrenaline, and human connection. An innovative format that reinforced the values of collaboration, recognition, and belonging within the HPE ecosystem.








RESTAURANT


Beach activities






What's Up!

TEAM BUILDING QLIK

MIT Creators organized a custom team building experience for Qlik, designed to foster creativity, teamwork, and brand engagement through a hands-on urban art activity followed by a shared dining experience.

The event kicked off with a guided graffiti workshop, where participants learned basic spray-painting techniques under the direction of professional street artists. After a short practice session, the Qlik team collaborated to create a large-scale mural featuring the company's logo—transforming a blank wall into a colorful expression of unity and identity.

To close the experience, the team gathered for a relaxed dinner at Pez Vela, a seaside restaurant known for its modern Mediterranean cuisine and panoramic views. This final moment provided an ideal setting for informal connection and reflection after the creative session.

MIT Creators led the full event production, including:

- Artistic concept development and graffiti facilitation
- Branding integration into the mural design
- Coordination of workshop logistics and materials
- Booking and coordination of the dining experience
- On-site support and guest assistance

The result was a unique and engaging experience that combined creativity, collaboration, and brand pride—leaving a lasting impression on the Qlik team.









INCENTIVE TRIP HPE – IBIZA

MIT Creators designed and produced a four-day, three-night incentive trip to Ibiza for Hewlett Packard Enterprise (HPE), combining strategic business content with curated experiences that fostered team connection, recognition, and brand engagement in a unique Mediterranean setting.

The group stayed at the stylish Hotel Pacha Ibiza, renowned for its vibrant atmosphere and ideal location. Each morning began with focused business meetings held in a private area of the hotel, allowing space for key updates, alignment, and inspiration.

The agenda balanced professional moments with immersive experiences. A standout day was the full-day excursion to Formentera, reached via private ferry, where the team enjoyed a relaxed lunch at the iconic Es Molí de Sal — a former salt mill turned elegant restaurant, offering panoramic sea views and refined island cuisine.
Evenings in Ibiza were dedicated to gastronomy and celebration. One of the highlights was a festive dinner and show at the renowned Lío Ibiza, blending fine dining, live entertainment, and stunning views of the marina. Another evening also featured a more relaxed dinner at the hotel, providing space for informal connection and conversation.

MIT Creators oversaw the full event production, including:

- Hotel booking and guest coordination
- Business meeting setup and AV support
- Tailored itinerary blending leisure and content
- Full logistics for the Formentera excursion
- Selection and management of top-tier dining experiences
- On-site staffing and personalized guest support

The result was a high-impact incentive experience that celebrated success, deepened team engagement, and reinforced HPE’s brand values in an inspiring, unforgettable setting.










el HOTEL Pacha

